

#### **LIFE ELEVATED**

# Life in Contrast



The people who first came to settle Utah saw it as a land of contrasts—a vast lake in the midst of a dry desert, high peaks punctuated by deep valleys, summers of baked, red-rock sculptures, and winters of mountain slopes blanketed by the lightest snow. And in those contrasts, they saw harmony. A harmony that still exists. Today, Utah is a community built of individuals, a joyful noise surrounded by reverent silence, a hot bed of technology on the cool edge of wilderness and a great place to find yourself even when what you're looking for is a way to get lost.

In Utah, people often find that what was a little beyond their reach is suddenly well within their grasp. And all they have to do is extend a hand. Utah is a land of both contrast and harmony. And it is in between those notes that you'll find a little something higher. Utah.

# Life elevated.



# Our Audience

The people we're inviting to Utah

# **Explorers**

Explorers are adventurers of all kinds. As curious individuals, they seek opportunities to learn, investigate, question, and discover. They crave unique, authentic experiences that teach them something about the environment, culture, or themselves. Because of this, they believe strongly in the importance of exploring thoughtfully, slowing down, and respecting people and places.

#### **Audience Motivators**

The things our audience is seeking

- 1. Connection with nature, others, and self
- 2. Opportunities to explore
- 3. Breaking free from routine



Utah Office of Tourism

# **Brand Attributes**

What Utah offers to our audience

- 1. A land of striking contrast and otherworldliness
- 2. Immersive interactions with unique landscapes, people, histories, and cultures
- 3. Personal awakening



# **Brand Position**

The things our audience is seeking

# Elevating experiences in an otherworldly setting

From its mountains and deserts to its cities and towns, Utah's strangely-contrasting, breathtaking places offer countless opportunities for connection, exploration, and adventure. So, no matter what type of adventure draws you to Utah, slowing down and traveling with thoughtfulness and care ensures you'll encounter experiences to awaken your soul.



# **Brand Personality**

How we present ourselves to our audiences—our voice and tone

#### **Inviting**

We are friendly, personal, approachable, and inclusive; never elitist. Regardless of their skill level, abilities, interests, background, gender, ethnicity, beliefs, or sexual orientation, we always invite our visitors to make themselves at home and welcome them without judgment here. Visually, we make the viewer feel part of our experience—not like a removed observer.

#### Invigorating

We are passionate, stirring, motivating, and fresh. The experiences we describe have a sense of energy, empowerment, newness, and the sublime. In all of our communications, we make our visitors feel something emotional; visually, we focus on genuine human moments, feeling the emotions of our characters. Our language is emotive and poetic—but always understandable and accessible.

#### Self-assured

We are open, sincere, and down to earth. We are confident in that we speak with a level of honesty and intimacy that comes from shared values and experiences. We are true to ourselves and respect our visitors enough to shoot straight with them. We have a clear and authentic point of view, and our imagery has a natural feel that isn't overly processed.

#### Respectful

We are gentle guides. We have a deep respect for our land and people, past and present—and we hope our visitors do, too. We are stewards and caretakers who seek to educate our visitors on how to travel in Utah with care, so that ultimately, the reward of that investment can be felt in deeper connections and transformative experiences.



# Sub-brands

Our sub-brands reflect some of our most compelling product offerings, benefits, and initiatives. Whether and how we use them in our marketing efforts will vary based on our challenges, opportunities, and goals. All of the following sub-brands are trademarked; logos should always feature the registered trademark symbol (®), while the phrase, written within copy, should include it in the first mention only.



#### The Mighty 5®

Use to promote one of our state's greatest assets and differentiators: our five national parks.



#### The Greatest Snow on Earth®

Use to promote our famous Utah snow—light powder, and lots of it—to skiers and boarders.



### Forever Mighty®

Use to promote our Forever Mighty principles of responsible, sustainable travel.



# Horizontal Pairing

The Mighty 5®





The Greatest Snow on Earth®





Forever Mighty®





# Vertical Pairing

The Mighty 5®



Forever Mighty®

















# The Utah Life Elevated Logo

The state of Utah is built on a foundation of rock—big slabs of granite and contours of Navajo sandstone. And so is its logo.

The Utah logo evokes the rock formations that dominate the state: strong, bold, and rising up from solid footings. The letters evoke mesas, mountains, and arches—solid and substantial landforms that create the visual rhythms people have come to associate with this place.

To reinforce our story of contrast, we balance the thick slab serif (Utah) portion of our logo with the thinner, more contemporary sans serif (Life Elevated) font.











1.25" Minimum

#### Color

The primary color is Desert orange. Why orange? Orange is a color that is uniquely ours. It spills out from every sunset. It sets the foothills and mountains on fire in the fall. And it washes over the rock faces that share the same hues throughout our state. Its warmth speaks to the depth and vibrancy of the state and its residents—it is rich, deep, and distinctive, and we should use it in our logo whenever possible.

#### Clear Space

An important element in the Utah: Life Elevated logo is its clear space. This will ensure a consistent look to the brand and will protect the logo from distractions within the layout.

#### Sizing Requirement

Proper logo size is vital to maintaining readability, as well as ensuring a consistent look throughout the brand. Make sure the logo is applied at a reasonable size. This means the logo should never be overpowering (too large) or understated (too small) for the application.

In general, for print materials, the logo should be sized somewhere between 1.25" and 2" wide. The logo should never print smaller than 1.25" wide.

For web materials, the logo should be sized somewhere between 100 pixels and 145 pixels wide. The logo should never appear smaller than 100 pixels wide.



Utah Office of Tourism





UOT Color Palette UTAH Utah Office of Tourism Life Elevated Style Guide 2022 Version 1.0 Great Salt Lake Utah ELEVATED

White

HEX

#FFFFFF

RGB R255, G255, B255

Cream: Background

HEX #F9F9ED

RGB R249, G249, B237 CMYK C3, M4, Y14, K8

PMS 7527 C

Black: Typography

HEX #000000

RGB R0, G0, B0 CMYK C100, Y79, Y44, K93

PMS BLACK 6 CP

Desert

HEX #FA8200 RGB R250, G130, B0 Deep Desert

HEX #CC3E06 RGB R204, G62, B6 Basin

HEX #F950B1 RGB R249, G80, B177 Deep Rockies

HEX #1A2599 RGB R26, G37, B153 Rockies

HEX #0A3FE8 RGB R10, G63, B232

24 pts Sentinel Bold Deep Rockies	Life Elevated
24 pts Sentinel Bold Deep Rockies	Life Elevated
24 pts Sentinel Bold Deep Rockies	Life Elevated
24 pts Sentinel Bold Deep Rockies	Life Elevated
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24 pts Sentinel Bold Rockies	Life Elevated	24 pts Sentinel Bold Rockies	Life Elevated



Never use Basin for copy.

Only use Basin when applied to Life Elevated logo.

24 pts Sentinel Bold White	Life Elevated	24 pts Sentinel Bold White	Life Elevated	24 pts Sentinel Bold White	Life Elevated
12 pts Sentinel Regular White	Life Elevated	12 pts Sentinel Regular White	Life Elevated	12 pts Sentinel Regular White	Life Elevated
24 pts Sentinel Regular Deep Desert	Life Elevated	24 pts Sentinel Regular Desert	Life Elevated	24 pts Sentinel Regular Deep Desert	Life Elevated
12 pts Sentinel Regular Deep Desert	Life Blevated	12 pts Sentinel Regular Desert	Life Levated	12 pts Sentinel Regular Deep Desert	Life Elevated
24 pts Sentinel Bold Basin	Lite Elevated	24 pts Sentinel Bold Basin	Life Elevated	24 pts Sentinel Bold Desert	Life Decated
12 pts Sentinel Regular Basin	Life	12 pts Sentinel Regular Basin	Life Florated	12 pts Sentinel Regular Desert	Life bleested



Life Elevated 24 pts 24 pts Life Elevated Sentinel Bold Sentinel Bold Sentinel Bold White White 12 pts Sentinel Regular 12 pts 12 pts Sentinel Regular Life Elevated Life Elevated White White 24 pts 24 pts Sentinel Regular Sentinel Regular Rockies Deep Rockies Deep Rockies 12 pts 12 pts 12 pts Sentinel Regular Sentinel Regular Sentinel Regular Rockies Deep Rockies Deep Rockies Life Elevated Life Elevated 24 pts 24 pts 24 pts Sentinel Bold Sentinel Bold Sentinel Bold Basin 12 pts 12 pts Life Elevated Sentinel Regular Sentinel Regular Basin Basin



Utah is made up of a wide array of colors, and yet we have chosen a relatively small palette to help us tell our story.

# Why?

Because a smaller palette is easier to own and, therefore, can become a far more powerful component of our story. Our color palette is made up of complementary colors—pairs of colors that, when placed next to each other, create the strongest contrast.

3-Season



**VISITUTAH.COM** 

Ski+



VISITUTAH.COM





# AD AB

200 pts 200 pts

Sentinel—

abcdefghijklmn opqrstuvwxyz

Hero Headlines 1 Hero Headlines 2 Tracking: -20 ABCDEFGHIJKLMN OPQRSTUVWXYZ

@\$\*!—<sup>тм</sup>&©<sup>®</sup> 123456789 MAGNESIUM— REGULAR

Sub-Header Tracking: 60 ABCDEFGHIJKLMN OPQRSTUVWXYZ

ABCDEFGHIJKLMN OPQRSTUVWXYZ

@\$\*!—™&©® 123456789 Avenir—

Bodycopy Headlines 5 Tracking: -10 abcdefghijklmn opqrstuvwxyz

ABCDEFGHIJKLMN OPQRSTUVWXYZ

@\$\*!—<sup>TM</sup>&©® 123456789



Magnesium MVB

**TYPE STRUCTURE** 

Sentinel Semibold

# 5 Places You Can Try Glamorous Camping in Utah

Avenir

Book

Get your girls together and start planning your glamping vacation. If you don't like camping because you don't like getting dirty, you will adore glamping (glamorous + camping). It offers all of the fun of camping without the grime.



# 3-Season+ Typography Structure

Sentinel is perfect for headlines and, when appropriate, for secondary use (it has wonderful italics). Evocative of the Utah Life Elevated logotype, it is the primary typeface of the brand. Set headlines in Semibold, Bold, or Regular. For secondary use, set headlines in Italics or Regular.

Avenir is a clean, legible typeface that is well suited to body copy and subheads, or when a more serious approach is desired. When setting body copy in Avenir, always use sentence case and a lighter weight such as Book or Light. When setting subheads in Avenir, use a thicker weight such as Medium, Black, or Heavy.

Magnesium, based on traditional national park signage typography, is a new addition to the brand. Use it in a secondary way to mix things up a bit.

In situations where only Google Fonts are available: Substitute Sentinel with Domine Substitute Avenir with Nunito



# Type Specimen

This specimen sheet is the recommended hierarchy for our type system. The system is somewhat flexible—weights and sizes are interchangeable.

#### Typography Tips

- 1 Keep leading close to the type size for headlines and subheads.
- 2 Leading for body copy can increase to a more open figure such as 8 point type with 12 point leading.
- 3 Align type 'left' whenever possible. Left aligned text with a ragged right side is efficient and easy to read. 'Center' aligned type is also appropriate when a more dramatic composition is desired.
- 4 Page layouts should have generous outer margins and narrow gutters between columns.

Magnesium MVB (11 pts)

Semibold (40 pts)

Sentinel

Sentinel

Italic (24 pts)

THIS IS THE KICKER

Headline

Subhead Goes Here

Avenir Book (16 pts)

Get your girls together and start planning your glamping vacation. If you don't like camping because you don't like getting dirty, you will adore glamping.

Avenir Heavy (12 pts)

SECONDARY SUBHEAD

Quiamus quis arum voluptat-

ur apis dolore is site comnihi

ctatist aute eaquunt mosam Avenir Book que estis doluptatis eictempe (12 pts) laccati con pa voluptae sunt.

Solecaborrum landae nis unto te dendis quid magnat lab is maio velest es quatium evendia musdaec tibusape perum quibus.

Magnesium MVB (11 pts)

THIS IS THE KICKER

Sentinel Bold (40 pts)

Avenir Black (16 pts) Headline

SUBHEAD GOES HERE

Sentinel Regular (16 pts)

Avenir Book (16 pts) Secondary Subhead

Get your girls together and start planning your glamping vacation. If you don't like camping because you don't like getting dirty, you will adore glamping (glamorous + camping).

Sentinel Italic (14pts)

Caption goes down here.



**Utah Office** of Tourism

Life Elevated Style Guide

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# **URL** Treatment

These examples show the recommended approach for typesetting our URLs. The system is somewhat flexible—font weights, sizes and text alignment are interchangeable, but capitalization is not.

Lowercase URLs should be used in body copy, editorial pieces, our website, and video end-cards. Only use uppercase URLs on campaign related digital banner ads.

01. Video End-Cards



02. Digital Banners



03. Body Copy

Review responsible travel tips and current safety information at **visitutah.com/prepare**.









Don't— Render the logo in two colors





Don't— Place logo inside a containment device





Don't—
Develop you own color combinations





Don't— Distort the logo





Don't— Rotate or angle the logo





Don't— Fill the logo with a gradient or pattern





Don't— Alter or substitute the font





Don't— Layer the logo or use it to create a pattern









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# **Color Testing**

In order to ensure our color palette is accessible across print and web services, we have completed testing on the contrast of each color combination. This testing has informed the ratios of our usage and application of the new color palette.

This usability testing will help ensure that our products are more accessible for all users, but more importantly, for people with disabilities. We are using best practices to ensure that our colors provide enough contrast between the content and the background so that they are legible for those with low vision and color deficiencies.

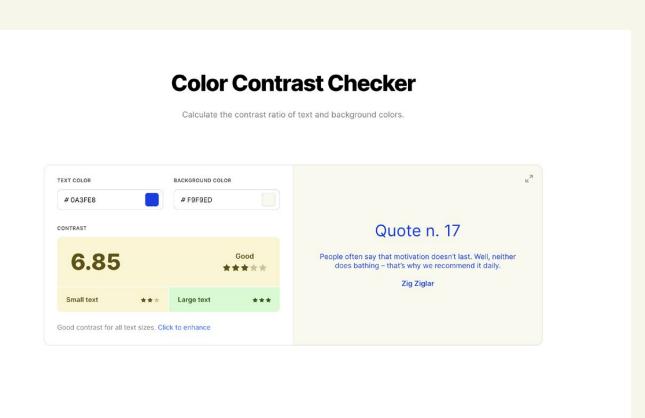


Life Elevated

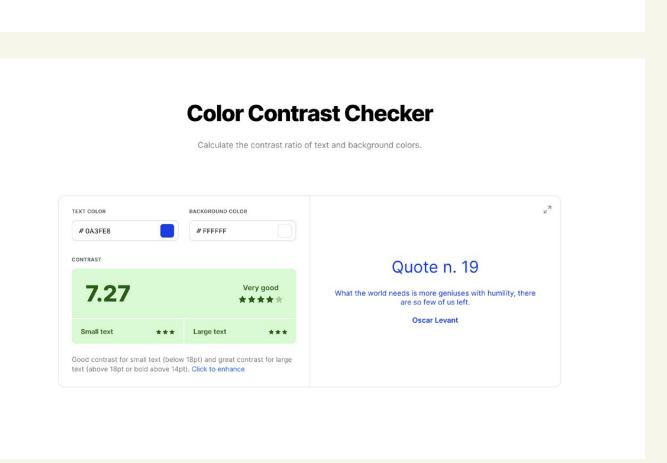
Style Guide

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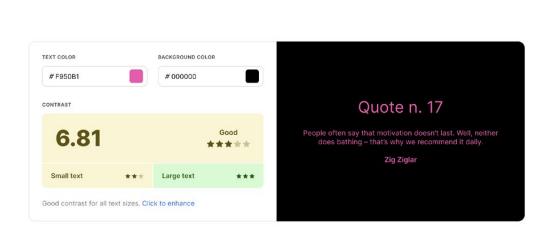


# Color Contrast Checker Calculate the contrast ratio of text and background colors. TEXT COLOR # 1A2599 CONTRAST CONTRAST Quote n. 17 People often say that motivation doesn't last. Well, neither does bathing – that's why we recommend it daily. Small text Small text Cood contrast for small text (below 18pt) and great contrast for large text (above 18pt or bold above 14pt). Click to enhance



## **Color Contrast Checker**

Calculate the contrast ratio of text and background colors.





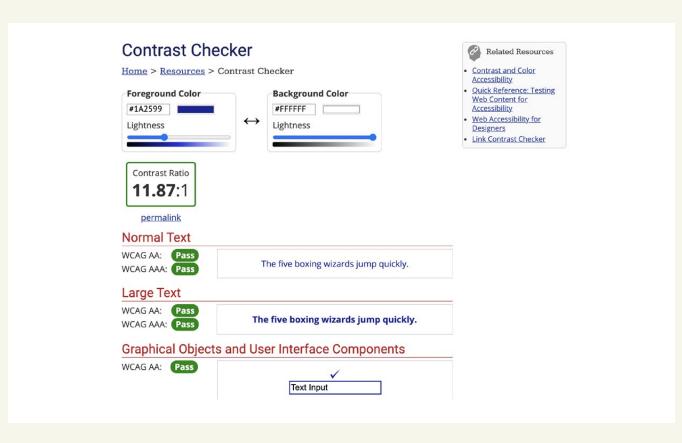
Utah Office of Tourism

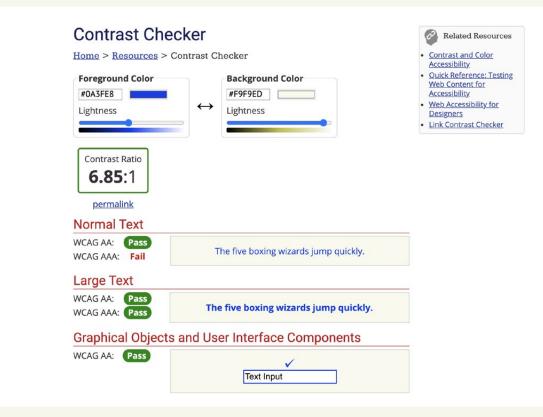
#### Color Contrast

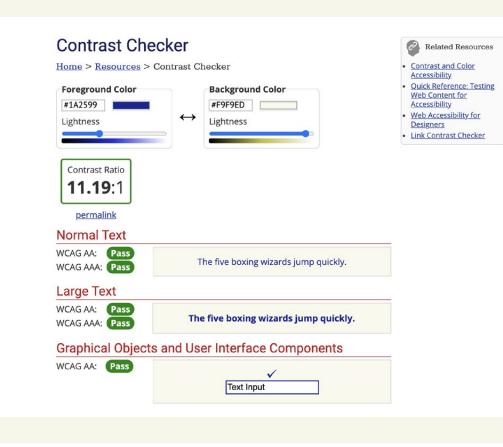
From the US Standards Website:

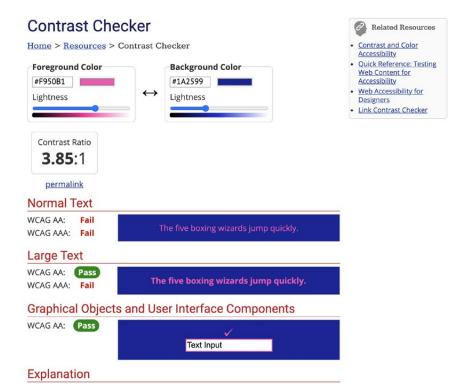
"WCAG (Web Content
Accessibility Guidelines)
ensure that content is
accessible by everyone,
regardless of disability
or user device. To meet
these standards, text
and interactive elements
should have a color
contrast ratio of at least
4.5:1. This ensures that
viewers who cannot see
the full color spectrum are
able to read the text."

Life Elevated









#### Color Contrast

wcag 2.0 level AA
requires a contrast ratio
of at least 4.5:1 for normal
text and 3:1 for large text.
Wcag 2.1 requires a
contrast ratio of at least
3:1 for graphics and user
interface components
(such as form input
borders). Wcag Level
AAA requires a contrast
ratio of at least 7:1 for
normal text and 4.5:1 for
large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.



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